

September 30, 2015

For General Release

Information Services International-Dentsu, Ltd. (ISiD)

## **ISiD Starts a Research Project to Visualize Impact of Media Contents on Visit of Foreign High-Intellect Class to Japan**

*Issuing an experimental magazine "MODE.TOKYO" that links paper-to-digital*

Open Innovation Lab (“Innolab”), of Information Services International-Dentsu, Ltd. (Tokyo:4812; President & CEO: Setsuo Kamai; Head office: Tokyo; “ISiD”) announced today that it has started a research project to visualize the impact of media contents on the visit of foreign high-intellect class to Japan, who are highly interested in Japanese culture. As the first step of the project, it has published the inaugural preparatory issue of an experimental magazine "MODE.TOKYO" that links the paper-to-digital as of today, and will analyze attention, spread process and impact on the visit to Japan of each article.

### ■ Background ■

The charm of Japanese culture and the lifestyles is highly praised abroad and makes many new fans of Japan. It is said that such a fan formation is greatly affected the presence of influencers who have a large number of followers of SNS, especially high-intellect class who motivate to spend money on their hobbies and culture.

Innolab has been working on R&D projects in the collaboration with domestic and foreign research institutes. These projects are about analogy method of the presence or absence of an acquaintance relationship from the usage history of SNS and visualization method of impact of social contents that could be the starting point of the spread by word of mouth, and of influencers on friends in social media. In this project, we apply the results of these R&D approaches to the inbound market which is expanding rapidly these days, and aim to establish a method of effective information diffusion by linking paper media, digital contents and SNS.

### ■ Overview of the research projects ■

In this project, "MODE.TOKYO" which is the starting point of the information transmission, is a magazine to disseminate Japanese culture and philosophy by sophisticated designs and contents. As the editor-in-chief, we invite Kiyoshi Shimizu, the former editor-in-chief of “Esquire”.

It introduces information of various facilities and locations that you can experience Japanese contemporary culture in three languages; English, French and Japanese. By reading QR code posted on each article, the digital contents that link with the article can be shared in SNS, and check facilities and locations featured in articles on the map.

Innolab starts to analyze an influencer’s power on foreigners’ behavioral decision-making to visit to Japan between acquaintances due to the difference of information contact path, by collecting data, such as access conditions and flow path to the digital content, a share status in SNS, the number of check-in to the region and facilities introduced in the article.

Planning and editing of "MODE.TOKYO" are conducted by KADOKAWA ASCII Research

Laboratories, Inc., and linking articles to digital contents and SNS, and collecting and analyzing data are led by Innolab. In the future, toward the first issue of January 2016 (TBD), we will examine the distribution channels, and the linkage to the smartphone app.

■ About Open Innovation Lab

In April 2011, ISiD established the Open Innovation Lab to collaborate with companies and educational institutions in technology research and service development by making practical use of cutting-edge technologies including those that are still in experimental phases.

<http://innolab.jp/en/>

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**Reference Data**

Overview of ISiD

Company Name:	Information Services International-Dentsu, Ltd. (ISiD)
Representative:	Setsuo Kamai, President, CEO & COO
Head Office:	2-17-1, Konan, Minato-ku, Tokyo, 108-0075 Japan
Website:	<a href="http://www.isid.co.jp/english">http://www.isid.co.jp/english</a>
Establishment:	1975
Capital	JPY 8,180.5 million
Employees (consolidated basis):	2,502 (at March 31, 2015)
Net Sales (consolidated basis):	JPY 78,276 million (fiscal year ended March 2015)
Main business activities:	Since its establishment in 1975, ISiD has provided comprehensive services as a business partner for its clients, from consulting services to system planning, design, development, operations and maintenance support. ISiD aims to be an “IT Solution Innovator” and is proactively developing business operations in a wide range of fields, including solutions for financial institutions, product development solutions, group management and consolidated accounting, human resource management (personnel, payment and performance management), ERP, marketing, and cloud-based services.

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